

Center for Glocal Studies Lecture Series

# Soft Power is an Illusion

or

a Critique of Glocalization, Globalization, Cultural Imperialism, Cultural Proximity, Creolization, Resistance, and Hybridization

“ソフト・パワー”という幻想

グローカリゼーション、グローバリゼーション、文化帝国主義、  
文化的接近、クレオール化、レジスタンス、ハイブリッド化言説に対する批判

## Wong Heung Wah

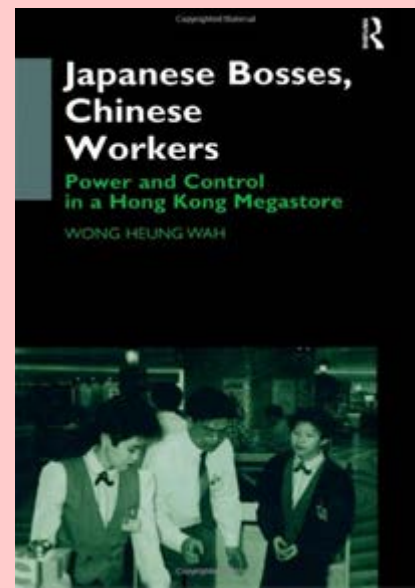
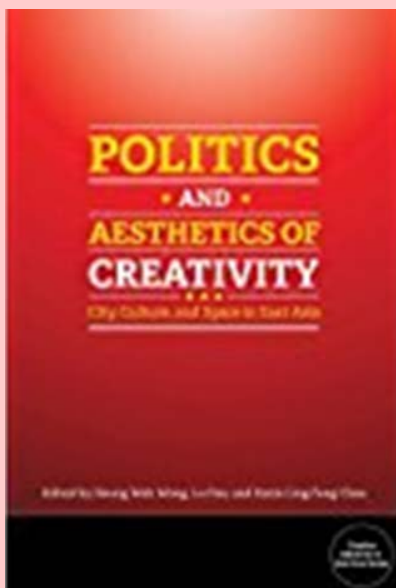
Director

Global Creative Industries Program,  
University of Hong Kong

**Date: Saturday, November 5, 2016, 13:30-15:00**

**Venue: Room 322, 3<sup>rd</sup> Fl., No.3 Bld., Seijo University**

Dr. Wong Heung Wah will give a theoretical reflection on the popular terms: globalization, cultural imperialism, cultural proximity, glocalization, creolization, resistance, and hybridization that are widely used in the study of cross-cultural migration of popular cultural goods. Following the critical examination of all these terms, Dr. Wong will suggest that the globalization of Japanese popular culture to a certain society should be understood as a historical event that brings together a series of factors that dialectically mediate with each other to produce a result that cannot be glossed neither as homogenization nor creolization. Dr. Wong will also try to criticize another popular concept of so-called ‘soft power,’ arguing that the concept of soft power is basically an illusion and cannot be useful in helping us understand the effect of the spread of Japanese popular culture to Chinese societies of Hong Kong, Taiwan, and Mainland China.

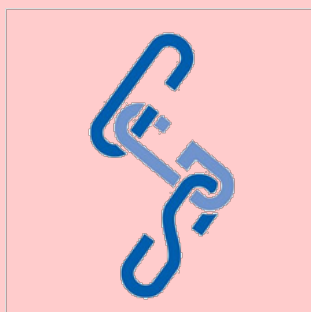


Language: English,  
Moderator: Tomiyuki Uesugi

学部生、大学院生の聴講歓迎！



Dr. Wong Heung Wah is an Associate Professor in the School of Modern Languages and Cultures and the Program Director of the Global Creative Industries Program, the University of Hong Kong. His research interests include anthropology of business, globalization of Japanese popular culture, Western social thought, and comparative study of Japan and China. Accordingly Dr. Wong has authored and co-authored a wide range of books such as *Japanese Bosses and Chinese Workers* (1999, 2014), *Dismantling the East-West Dichotomy* (2009), *Japanese Adult Videos in Taiwan* (2014), *Revisiting Colonial and Post-Colonial* (2015), *Politics and Aesthetics of Creativity: City, Culture and Space in East Asia* (2015) and others.



<For Further Information>

Prof. Tomiyuki Uesugi, Seijo University  
E-mail : uesugi@seijo.ac.jp

Seijo University Center for Glocal Studies  
Seijo 6-1-20, Setagaya-ku, Tokyo 157-8511  
E-mail : glocalstudies@seijo.ac.jp  
Tel : 03-3482-1497